

Downtown Revitalization Team DE&I Meeting

Wednesday, March 24th, 2021 1:00-2:00 PM

What's preventing downtown from being diverse, equitable, and inclusive? We'll use this conversation to create goals, finalize goals in our next meeting, then present them to committees for feedback.

#1 Tourism, Convention Center, Parks, Hotels & Museums (Ted to draft SMART goals)

- What outside of Derby attracts diverse populations to Louisville? (Kendall)
- How are we supporting black institutions like Roots? (Reed)
- Are there minority industries not featured in bourbonism? (Reed)
- How can bourbonism help with inequities that it helps create? (Kendall)
- The connotation of bourbonism is not minority (Devan)
- We need to expand urban bourbon trail to embrace newer ventures (Ted)
- When you look at the bourbon trail or distilleries being promoted, are they being included? (Antuan)
- We can use the Jim Beam's and other big companies to address these issues (Kendall)
- A lot of these businesses are family owned (Antuan)

#2 Marketing & Communications (Kendall and Gabriell to draft SMART goals)

- When tourism purchases media to bring people to Louisville, it is a very white demo (Ted)
- Everyone is interested in jumping on the bandwagon of what is being done (Gabriell)
- The efforts aren't far reaching to west and south Louisville (Gabriell)
- It's been a struggle getting people to come downtown (JD)
- People have a thought of what downtown is. They're not gonna come downtown. It's scary to a lot of people. I'm not scared. (JD)
- Tourism on the weekends is usually pretty good, pre-COVID. Our best is when things are open, when the hotels were full, people were walking around. My type of biz doesn't do well with Derby. That's not who my client is (JD)
- Who stands to make money from this? Do we want anyone to come to any area of downtown? (Devan)

#3 Events: Art, Music & Sports (Antuan to draft SMART goals)

- The Yum Center is driving everything from a sports and music standpoint in downtown. That's the crux of everything (Reed)
- People don't think the river front is downtown (Antuan)
- How do we celebrate every community? (Antuan)
- I'm concerned about the performing arts. There is a longstanding tradition of the majors. It's creates a natural segregation of wealthy white people and the rest of the arts community. (Ted)
- Should we break up dedicated hotel to KPA funding? (Jecorey)

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- Are sports events accessible at the Yum? It's mostly white. It's expensive for the ticket and to eat there and drink (Reed)

#4 Commercial Occupiers (Office Tenants & Commercial Businesses) (Reed to draft SMART goals)

- The main discussion revolves around safety for this committee. People don't want to locate to Downtown Louisville (Reed)
- Whose perception are we trying change? (Antuan)
- We need more ambassadors, not police, to give a sense of safety to answer questions, it employees them, etc (Antuan)
- The towers are the crux of downtown. If JD wants biz getting those filled will be driver (Reed)
- Do our large employers have best practices for DE&I? Is there a downtown wide effort? (Jecorey)
- How can we use them to change the perspective? (Kendall)
- Downtown is not ready. Where should they come? South 4th Street is a disaster. They're still boarded up. A guy lives in the space next to me [outside]. (JD)

#5 Residential Occupiers (Residents) (Jecorey and Devan to draft SMART goals)

- Is homelessness or houseless people included in our committees? (Jecorey)
- How can downtown treat problems of homelessness instead of treating homelessness like a problem? (Jecorey)
- We're thinking about parking holidays, where people can come downtown and park for free (Devan)
- How can we be more inclusive for people surrounding downtown? (Devan)
- I've lived downtown for years. I've always felt safe (JD)

#6 Small Businesses (JD to draft SMART goals)

- We came down here about 10 years ago. A lot of things that were supposed to happen, never happened. (JD)
- On my block I'm the only one left (JD)
- I'm not enough to bring people to Louisville or to downtown (JD)
- I've not had anyone walk by since about 10 o'clock this morning (JD)
- Can we create a goal around supporting funding for small business's like JD's and the one you mentioned earlier? And also how do we recruit more diverse small biz owners? (Gabriell)
- Where are we giving the most? (Antuan)
- We have 2 employees for small biz